



For Immediate Release

ALLRIGHTSRESERVED PRESENTS
HONG KONG'S LARGEST PANDA-THEMED EXHIBITION:

PANDA GO! FEST HK

2,500 Pandas will arrive in Hong Kong on Dec 2 with a Grand Welcome* at the Airport Hangar!
Starting Dec 7, these Pandas will be "On-The-Go" through four public exhibitions,
with supports from Pharrell Williams and many more global celebrities!

*Inspired by Hong Kong Panda Family, Panda Go! has created six exclusive IP designs -
"Panda Friends & Family Hong Kong (PFF HK)" for Hong Kong - to integrate with local community
and tourism industry, driving economic vitality*

(*Grand Welcome at Airport Hangar only for invited guests and media)

@pandago_fest @ARR.AllRightsReserved #PANDAGOFEST #AllRightsReserved

High-resolution video and photo links: <http://bit.ly/4fDIWKf>



25 November, 2024, Hong Kong -- As a national treasure, the giant panda's rarity and heartwarming, adorable appearance has captivated the world. In Hong Kong, the panda craze shows no signs of slowing down, from the anticipated arrival of two new pandas in December to the locally born panda twins earlier. After the successful summer exhibition "100% DORAEMON & FRIENDS Tour (Hong Kong)", the creative brand AllRightsReserved (ARR) is once again setting the stage for a new wave of excitement by organizing Hong Kong's largest panda exhibition, **PANDA GO! FEST HK**. The exhibition will showcase 2,500 panda sculptures in eight unique designs.

The **PANDA GO! FEST HK** will kick off with a grand welcoming ceremony (***only for invited guests and media*) on December 2 at one of the Hangars, within the restricted area of Hong Kong International Airport, where



2,500 pandas will be warmly welcomed. These pandas will be creatively displayed across various locations around Hong Kong. Visiting iconic landmarks with four exhibitions throughout the city, starting in December.

Inspired by Hong Kong's own panda family, the **PANDA GO! FEST HK** also features six exclusive designs and introduces the special Hong Kong intellectual property (IP) – **Panda Friends & Family Hong Kong (PFF HK)**. ARR invites both locals and tourists to dive into this immersive celebration that blends art, exhibition, and tourism. It promises not only a citywide celebration of the pandas' unique charm but also an atmosphere filled with joy and hope.

Organizer ARR Returns to Curate Again, Continuing a Decade-Long Bond with Pandas

The connection between giant pandas and the creative brand AllRightsReserved (ARR) runs deep. In 2014, ARR introduced the iconic "I AM HERE" giant panda installation in Chengdu, the home of pandas, which has since become a local landmark. Later that year, ARR launched the "1600 PANDAS WORLD TOUR IN HONG KONG: CREATIVITY MEETS CONSERVATION," captivating audiences across multiple cities worldwide and pioneering a new exhibition format by appearing at landmark locations through a series of flash exhibitions. For generations, pandas have been cherished as close companions by the people of Hong Kong, holding special meaning for both ARR and the city's residents.

Now, a decade later, with the arrival of four new members, the total number of giant pandas has been brought to six. Also, thanks to global panda conservation efforts, the giant panda population has now grown to over 2,500. This includes wild pandas, which have increased from around 1,600 to approximately 1,900, and over 600 captive pandas. Despite these advancements, pandas remain exceedingly rare.



Panda Go! Fest HK Returns with Eight New Panda Designs as 2,500 Pandas "On the Go"!

As a result, ARR has decided to bring 2,500 panda sculptures back with a fresh new look. Continuing with Hong Kong as the central hub, ARR is set to create the city's largest panda-themed exhibition yet, gathering panda lovers and art enthusiasts while spreading panda culture to every corner of Hong Kong. For the **PANDA GO! FEST HK**, ARR has designed eight new panda designs, which will form a creative collection of 2,500 panda sculptures.

After the welcoming ceremony at the airport on December 2, visitors have the chance to spot traces of giant pandas at various iconic landmarks across Hong Kong, bringing art closer to daily life and raising awareness about panda conservation. The highlight of the event is the appearance of 2,500 pandas in four public exhibitions starting from December 7, where they will meet locals and visitors alike. For details, refer to Table 1.



Table 1: PANDA GO! FEST HK Public Exhibitions Details

PANDA GO! 香港遊
公眾展覽詳情

第一站 **星光大道** **12月7-8**

↓

第二站 **昂坪360** **12月14-15**

↓

第三站 **海洋公園** **12月21-22**

↓

第四站 **中山公園** **12月25-26**

主辦單位

Organizer	AllRightsReserved
Official Website	https://pandago-fest.com/
Social Media	https://www.instagram.com/PandaGo_Fest https://www.facebook.com/PandaGoFest

The Exclusive Hong Kong IP, Panda Friends & Family Hong Kong, will Make Its Adorable Debut

When visiting the **PANDA GO! FEST HK** exhibitions, you will notice six particularly familiar and charming pandas among the crowd. As **ARR** has specially created six new characters of **Panda Friends & Family Hong Kong (PFF HK)**, an exclusive Hong Kong IP inspired by the city’s panda family. These characters include Ying Ying, Le Le, and the newly added members—Keke*, An An*, and the twin pandas, "Big Sister*" and "Little Brother*" (*existing names). Each character incorporates their distinct personalities and physical traits with anthropomorphic elements, blending local cultural and lifestyle features to create a one-of-a-kind Hong Kong-exclusive IP. See Table 2 for details.




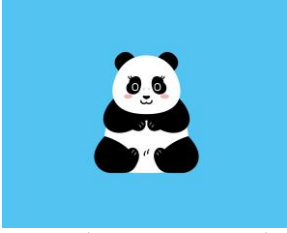

PFF HK will not only be part of the exhibition but also serve as Hong Kong's giant panda ambassadors. This IP may appear in other panda-related events hosted by various organizations. ARR has gifted this IP to Hong Kong. Organizations are incorporating **PFF HK** into different settings, actively driving culture and tourism. This initiative aims to spread joy, boost the economy, and infuse new energy into Hong Kong. During this event, all royalties generated from commercial activities will be fully donated to Ocean Park to support giant panda conservation efforts.



This exhibition also features renowned French artist Paulo Grangeon as the artistic consultant. With his meticulous attention to detail in every aspect of artistic creation, he has further refined and elevated the essence of pandas, ensuring that every sculpture and movement captures the panda's spirit to the fullest.

Table 2: Panda Friends & Family Hong Kong (PFF HK) introduction



 <p>Le Le (Dad)</p>	 <p>Ying Ying (Mom)</p>	 <p>An An (the elder brother)</p>
<p>Le Le is energetic and active, with round black eye patches and a sleek, glossy coat. His cheerful and optimistic personality makes him enjoy playing with his companions. The black markings on his back form a distinctive "W" shape.</p>	<p>Though Ying Ying is now a mother, she has quickly regained her figure. Her figure-eight-shaped eye patches enhance her shy smile, and her demeanor is graceful and gentle. Her round ears and face perfectly match the meanings of her name, "perfection" and "abundance." She is well-loved by all, with smooth black markings adorning her back.</p>	<p>An An, the elder brother, is larger in size with long limbs, making him swift and agile. His personality is outgoing and lively, with a square-shaped face and broad black markings across his back.</p>
 <p>Ke Ke (the elder sister)</p>	 <p>"Big Sister" and "Little Brother" (Panda cub)</p>	
<p>Keke, the elder sister, is petite and adorable with a gentle temperament. She has chubby cheeks, short limbs, and a unique "M"-shaped indentation in the narrow black markings on her back.</p>	<p>The elder sister of the panda cub is naturally outgoing and lively, often moving her hands and feet playfully. She has soft baby fur on her cheeks and loves "performing" cute tricks, like rolling her tongue.</p>	<p>The younger brother is shy yet friendly, with an innocent tuft of baby fur on the top of his head. He is often seen lazily napping and sticking out his tongue.</p>



Teaser: Eleven Local and Global Celebrities and Artists Create Unique "Special-edition Pandas"



PANDA GO! Fest HK has also invited 11 renowned figures from various fields to create one-of-a-kind special-edition panda designs. The lineup includes Pharrell Williams, a renowned musician, artist, producer, and fashion designer; Huang Bo, a celebrated actor and director; Du Juan, a supermodel and actress; and Kasing Lung, the artist behind the creation of LABUBU, among others.

Most of these special-edition panda sculptures will be auctioned online for charity, with the highest bidder winning. Proceeds from the auction, with no deductions, will be donated in full to Ocean Park, supporting giant panda conservation efforts. Details of the charity sale will be announced later.

A National Treasure Promoting Cultural Exchange

The giant panda, a national treasure, carries profound cultural and ecological significance. As a Class I protected animal in China, the panda is an endemic species found only in the bamboo forests of Sichuan, Shaanxi, and Gansu provinces. Its rarity makes it incredibly precious. Symbolizing good fortune and friendship, pandas often serve as cultural ambassadors, gifted to countries around the world. The two pairs of pandas previously sent to Hong Kong have accompanied generations of locals, and the new arrivals will continue to bring joy to the people of Hong Kong.

About AllRightsReserved

Established in 2003, the creative brand AllRightsReserved (ARR) always maintains a commitment and persistence in artistic creation, continuously breaking through the boundaries of art and challenging the framework of creative media to create a beautiful artistic environment.

The internationally renowned contemporary artist KAWS is a long-term partner of ARR. Their first collaboration in 2010 was the display of KAWS's first outdoor COMPANION sculpture, KAWS: PASSING THROUGH, in Hong Kong, which quickly gained global attention and a warm response. Their collaborative projects include the ongoing KAWS: HOLIDAY world tour exhibition, which has successively taken place in Seoul, Taipei, Hong Kong, Tokyo, Bristol, Singapore, Changbai Mountain, Melbourne, Yogyakarta, Shanghai and even reached outer space.

Over the years, ARR has collaborated with outstanding artists from diverse backgrounds to plan creative projects that enrich life through art. This includes art installations, exhibitions, and projects. In 2007, ARR curated the first art exhibition in Hong Kong for the famous Japanese artist Yayoi Kusama, "Yayoi Kusama:



DOTS OBSESSION - SOUL OF PUMPKIN," forging an indelible bond between the artist and the city. In 2013, they organized the exhibition "You See!! Doraemon is Coming! 100 Years Before Birth Memorial," and just in July 2024, they hosted one of the largest Doraemon exhibitions in the world, "100% Doraemon & FRIENDS" tour exhibition (Hong Kong), which was widely welcomed by citizens and tourists alike, with the exhibition area recording over 5 million visits. Art can bring vitality to a city, and to date, ARR has displayed four large permanent outdoor art installations in important Chinese cities, including Shanghai, Chengdu, Changsha, and Shenzhen. ARR also bridges the gap between contemporary artists and collectors worldwide, organizing international art exhibitions for Yusuke Hanai and Joan Cornellà in Shanghai and Japan, respectively; exhibitions for Yu Nagaba and Verdy were held in Hong Kong. Making art a part of life is also ARR's vision, with curated projects such as "You See!! Doraemon is Here! 100 Years Before Birth Memorial," "1600 Pandas on Tour," and "Light Rose Garden HK Rose Light Sea Garden" being well-received by all. The "Rubber Duck Project: HK Tour Rubber Duck Tour of the World . Hong Kong Station" recorded over 8 million visits.

Additionally, ARR has designed and planned exclusive marketing strategies for many internationally renowned brands, including luxury car brand Rolls-Royce, international streaming platform Netflix, Doraemon, and Snoopy, leading creative trends and breaking through the artistic framework hand in hand with these brands. ARR's own online art shopping platform, DDT Store, combines e-commerce with the experience of a physical market, allowing the fruits of artists' labor to find their global audience. The unique and outstanding works on the platform, ranging from prints to sculptures, demonstrate the results of ARR's dedicated collaboration with artists, bringing a touch of vitality and a more creative life to the homes of art enthusiasts.

Website : allrights-reserved.com
Facebook : facebook.com/ARR.allrightsreserved/
Instagram : @ARR.AllRightsReserved
Twitter : @ARR ltd
Weibo : weibo.com/allrightsreserved
WeChat Official Account : AllRightsReserved
Xiaohongshu : AllRightsReserved

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