

Press Release  
CA07/2025

Please download high-resolution images here :  
<https://bit.ly/427w2iP>

## MY BOY ERA@NGONG PING 360

Ngong Ping 360 Supports Local Art Industry with Tourism Power  
Collaborates with 9 Local Artists to Reimagine Classic Comic "My Boy"  
Rolls Out Extensive Promotions in Shenzhen  
to Capitalize "Multiple-Entry Visa" Opportunity  
Special \$30 Local Child Round-Trip Cable Car Ticket Offer



(Hong Kong – 28 March, 2025 ) Ngong Ping 360 continues to integrate local art with tourism, attracting visitors through cultural experiences. This Easter holiday, Ngong Ping 360 brings the "MY BOY ERA@NGONG PING 360", an event themed after Hong Kong-born comic "My Boy". The event introduces the classic comic to local, Greater Bay Area and international guests through exciting activities. With the upcoming Golden Week, the initiative actively acting as the bridge of Hong Kong's arts and cultural sectors with both domestic and international stages. To further show its support for local creativity, the event brings together 9 local artists to reinterpret "My Boy", transforming their works into 3D sculptures and 2D art pieces displayed at Ngong Ping Village.

Today, "MY BOY ERA@NGONG PING 360" was inaugurated by Mr. James Tung, Managing Director of Ngong Ping 360, Mr. Kam Shing, Publisher of Art & Piece Magazine, and Mr. Li Chi Tat, renowned Hong Kong painter, kicking off a two-month programme of exhilarating activities.

**Mr. James Tung, Managing Director of Ngong Ping 360** says the event was a synergy of the strengths of local tourism and culture to create a meaningful, in-depth travel experience that has become a favourite among locals and overseas tourists in recent years. He says, "As one of the most beloved travel destinations in Hong Kong and beyond, Ngong Ping 360 is an essential bridge between Hong Kong's unique culture and beautiful nature. Since our inception, we have been devoted to spreading our city's distinguished culture to our guests. Over the years, we have succeeded in creating a lasting impression on our guests from all over the world through collaborations with a variety of partners who embrace the city's distinguished cultural identity. This event, themed after Hong Kong-born comic 'My Boy', marries creators across different generations, again testament to Ngong Ping's dedication to promoting local culture. We welcome everyone to indulge in our exhibition and enjoy Easter with family and friends."

James continued, "Furthermore, in line with the 'Multiple-entry Visas' Policy for Shenzhen residents traveling to Hong Kong. Ngong Ping 360 has been collaborating with renowned Mainland travel agency China International Travel Service (Shenzhen) to organize various promotional activities in Shenzhen since March this year. These efforts have attracted Greater Bay Area visitors to purchase cable car tickets and participate in '**MY BOY ERA@NGONG PING 360**'. This promotional campaign has not only successfully showcased the appeal of Hong Kong's tourism and cultural industries but also strengthened our partnership with Shenzhen business partners."

**Mr. Kam Shing**, Publisher of Art & Piece Magazine says, "Since its debut, 'My Boy' has been a growing companion for countless Hong Kong people. We are honoured to join hands with Ngong Ping 360 to bring artist Wong Sze-ma's revered creations to this acclaimed travel destination for the first time. Combining the enchanting 360-degree panoramic natural views with the Hong Kong values, along with 'My Boy' artworks reimagined by 9 artists. We invite the public to experience the classic charm of 'My Boy' and appreciate its creative transformation from a new perspective. Whether it's the panoramas captured in the world-class cable car or the 'My Boy' interpretations of different eras, this exhibition will surely sweep you off your feet."

### Capitalizes on "Multiple-Entry Visa" Policy to Roll Out Extensive Promotions in Shenzhen Captures Greater Bay Area Guests by Hong Kong's Artistic Charm



Seizing the opportunity of the resumption and expansion of multiple-entry Individual Visit Scheme and the upcoming Golden Week holiday, Ngong Ping 360 has partnered with China International Travel Service (Shenzhen) to launch promotional activities in major residential communities in Shenzhen during March and April. The campaign invited visitors from large communities in Luohu District, Futian District, Nanshan District, and other districts to experience a series of "My Boy"-themed activities and appreciate Hong Kong's creative arts.

The first Mainland community promotional activity kicked off on 22 March at Jiabaotian Garden in Luohu District. The event featured interactive game zones, photo-taking spots, and special sales areas, attracting residents to purchase cable car tickets on-site.



Additionally, Ngong Ping 360 has established over 240 exposure points throughout Shenzhen communities and metro lines to introduce residents to the unique experiences of Ngong Ping 360. Furthermore, on 27 March, Ngong Ping 360 organized and arranged a for representatives from more than 40 mainland travel agencies to participate in a trade briefing session and familiarization trip at the Ngong Ping Village, allowing them to experience Ngong Ping 360's unique cable car ride, explore **"MY BOY ERA@NGONG PING 360"** and look into further collaboration opportunities.

## \$30 Round-Trip Cable Car Ticket Offer Exclusive for Local Children



To encourage the local families to stay in the city for holidays, Ngong Ping 360 is introducing a special offer of \$30 round-trip cable car ticket for local children. This allows Hong Kong comic fans to bring their children to visit Ngong Ping 360 and enjoy a delightful Easter trip, while learning about the classic work.

Round-trip Cable Car Offer for Local Children																		
Offer ticket sales period:	<b>Until 25 May 2025</b>																	
Ticket usage period:	<b>Until 25 May 2025</b>																	
Applicable cable car types:	Standard cabin and Crystal cabin (excluding Crystal+ cabin)																	
Purchasing:	Ngong Ping 360 official website Authorized online platforms Tung Chung Cable Car Terminal Ngong Ping Cable Car Terminal																	
Offer details:	<p>Guests can enjoy discount rate of \$30 to purchase round-trip child cable car tickets for use before 25 May 2025.</p> <table border="1"> <thead> <tr> <th colspan="3">Child Ticket Price</th> </tr> </thead> <tbody> <tr> <td>Crystal Cabin - Round trip cable cars</td> <td>Standard Cabin - Round trip cable cars</td> <td rowspan="3"><b>Round-trip Cable Car Offer for Local Child*</b></td> </tr> <tr> <td>Original Price (HKD)</td> <td>Original Price (HKD)</td> </tr> <tr> <td>215</td> <td>135</td> </tr> <tr> <td colspan="2"></td> <td><b>Limited Offer (HKD)</b></td> </tr> <tr> <td colspan="2"></td> <td><b>30</b></td> </tr> </tbody> </table> <p>*Child guest must present valid Hong Kong Identity Card (or copy of Hong Kong birth certificate for children aged at or under 11) upon age inspection</p>		Child Ticket Price			Crystal Cabin - Round trip cable cars	Standard Cabin - Round trip cable cars	<b>Round-trip Cable Car Offer for Local Child*</b>	Original Price (HKD)	Original Price (HKD)	215	135			<b>Limited Offer (HKD)</b>			<b>30</b>
Child Ticket Price																		
Crystal Cabin - Round trip cable cars	Standard Cabin - Round trip cable cars	<b>Round-trip Cable Car Offer for Local Child*</b>																
Original Price (HKD)	Original Price (HKD)																	
215	135																	
		<b>Limited Offer (HKD)</b>																
		<b>30</b>																

carried out by Ngong Ping 360 officials.

\*The offer is subject to terms and conditions.

### Giant "My Boy" Easter Installation: Step into the Vibrant Comic World



Dive into the colourful world of the classic comic through the 2m-tall "My Boy" Easter Installation at Ngong Ping Village's Stupa Square. The installation sees the father of "My Boy" jumping out from the pages with his Easter egg, followed by the family's dog and "My Boy" who is wearing bunny-ears headband and carrying a basket of Easter eggs. This installation continues the jovial and heart-warming tones of the comic that will surely put smiles on the guests' faces over the Easter holiday.

### 9 Local Artists Reimagine "My Boy" to Continue the Classic's Creativity and Legacy

As a classic Hong Kong comic work, "My Boy" has inspired many artists of the later generations. "MY BOY ERA@NGONG PING 360" has invited 9 local artists – Eric Kot, Jan Lamb, Gigi Leung, Li Chi Tat, Alex Chan, Lai Tat Tat Wing, Man Tsang, Bonnie Pang and Lousy (in no particular order) – to reimagine the character through their own interpretations. Their works have been transformed into 3D sculptures and 2D artworks across 4 locations at Ngong Ping Village. The backgrounds of these 9 works feature selected four-panel "My Boy" comics, creating a dialogue between the classics and new creations and highlighting the spirit of cross-generational artistic inheritance.

## Worky and Display Location



Stupa Square

## Artist & Inspiration

Eric Kot :



“ My Boy” is a pantomime: you can understand the characters just by watching their gestures. Children’s world doesn’t always need dialogue, especially when it’s contained in four-panel comics. Its flow is very clear, doesn’t require advanced vocabulary, but conveys simple yet sincere sentiments. This has sparked me to re-examine my relationship with “My Boy”. I want to convey parent-child relationships by referencing the interactions of the “Cowboy” family of three.

Jan Lamb :



Since my father read “Ming Pao”, I read “Ming Pao”: we were connected through “My Boy”. Like the comic, our bond of reading was free from dialogue. We did not need much conversation. He would put the comic down after reading it, and I would pick it up. He would laugh and I would understand why. We would understand each other’s humour.



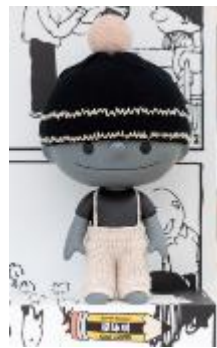
The Pavilion

Lai Tat Tat Wing :



I enjoy the dialogue-free stories in "My Boy". It is one of the very few comics in Hong Kong that focuses on father-son relationship – a theme that's worth cherishing. I've combined "My Boy" with my character "Muk Chik Chik" and his friends on a treasure hunt, rediscovering the characteristics and fun of "Cowboy" comics - reminiscing with the older generation of readers while greeting the new generation.

Gigi Leung:



"My Boy" won my heart. It's very simple and pure, telling interesting stories about family and the relationship between children and parents. I would imagine the dialogues behind the illustrations. I was around 11 or 12 when I read it, an age when I enjoyed imagination, and "My Boy" gave me a lot of imaginative space. "My Boy" doesn't just represent children, but simplest side of many people. There are times when we are acting out, even when we don't admit it. sometimes "My Boy" is punished by his father, but he's not a naughty boy. Of course, there are heart-warming stories of his parents' love for him, through which we can see our relationship with our own parents and how we view our family. "My Boy" bears a certain magic that makes you read one book after another.



Next to "Walking with Buddha" Souvenir Shop

Li Chi-Tak :



"My Boy" is an important milestone of Hong Kong comics. Although he doesn't steal the show, the sentiments within are something to be savoured time after time. "My Boy" is more than an adorable character, he is one that can reach beyond comic panels and through time to bring a heart-warming smile to your face. "My Boy" is surely a timeless work that's unique.

Bonnie Pang :



Our "My Boy" comic collection at home grew up with me. Like "My Boy", I also had a bob-cut when I was young, so I felt that I was connected with him. I enjoy pantomime comics and the way they can express the humour of everyday happenings through 4 simple comic panels. The interactions between "My Boy" and his father, and the world are full of childlike innocence influenced my creations today.



The Bodhi Tree

Lousy :



I grew up with classic comics like "Sanmao", "Old Master Q", Japanese comics and "My Boy". What remains most unforgettable are the stories of "My Boy" and his relationship with his father that highlight children's cheekiness and whimsy. The stories always bring a smile to my face. "My Boy" was surely a breath of fresh air in the world of Hong Kong comics. The work continues to radiate warmth and light like a sunflower.

Man Tsang :





I like the innocence of “My Boy”. I've read countless comics when I was young and only “My Boy” bore such pure and warm stories. For this time's creation, I simply wanted to record my childhood. The stories of “My boy” and his father remind me of my own memories

growing up with my father in Cheung Chau. My interpretation of “My Boy” depicts undulating mountains, flowing seas, and leisurely shoppers – my surroundings when growing up in Cheung Chau. I was truly fortunate to have spent my childhood on the Island, perhaps my unfashionable sense also comes from this.

Alex Chan :



I love the everyday stories and interactions between “My Boy” and his father. Sometimes they are making fun of each others, sometimes full of love. I especially love their imagination and aspirations about the world. One of the memorable stories is of “My

Boy” and his father's journey using the escalator and imagining a road where you don't need to walk to move forward – which is what we have today decades later! “My Boy” brings us many inspirational needs for daily life. Just like my creation this time, it comes from childhood life and impressions of “My Boy”, presenting what I've seen, played with, and thought about. From conception to production, it's different from my usual style, and the process was absolutely interesting and satisfying!

## Pop-up Store Brings Exclusive “My Boy” Collectibles Designed by Renowned Local Artist



Ngong Ping 360 brings the “My Boy” Pop-up Store featuring a series of event-exclusive goodies themed after “My Boy” and his exploration in Hong Kong. Designed by renowned Hong Kong painter, Li Chi Tat, the event-exclusive collections incorporate the Ngong Ping Cable Car, Big Buddha, fish balls, cha-cha-tang, as well as other Hong Kong culinary and cultural relics – all revealing the distinctive characteristics of the city. Starting 29 March, the Pop-up Store in Ngong Ping Village will bring t-shirts, tote bags, A4-size folders, towels, key chains and more.

\*Please refer to Appendix for more details

## Embark on the “My Boy” Egg Hunt Adventure and Win Exclusive Prize



During the Easter holiday from 18 to 21 April and the Golden Week from 1 to 5 May, guests who purchase a child round-trip cable car ticket will get a complimentary Egg Hunt Party game card. Find the 4 “My Boy” checkpoints in Ngong Ping Village and collect the stamps on the game card to win exquisite prizes including “My Boy” x Ngong Ping 360 Easter-themed pencil case or comics drawing kit.

## Unleash Your Creativity in the Easter Egg Hand-Painting Workshop



Aside from relishing in new and classic interpretations of "My Boy", guests are also invited to partake in the Easter Egg Hand-Painting Workshop. Over the Easter holiday from 18 to 21 April, guests can join the Workshop with an on-day cable car ticket and hand paint their own Easter Egg under the guidance of instructors. Workshop quotas are limited and is available on a first-come, first served basis.

<b>MY BOY ERA@NGONG PING 360 "My Boy" Pop-up Store</b>	
Date:	29 March to 25 May, 2025
Time:	10 am to 6 pm
Location:	Ngong Ping Cable Car Terminal
Details:	Ngong Ping 360 debuts a series of collectibles in collaboration with "My Boy", available at the Pop-up Store.  <i># The opening hours of the Pop-up Store are subjected to change without prior notice.</i>

<b>MY BOY ERA@NGONG PING 360: "My Boy" Egg Hunt Adventure</b>	
Date:	18 to 21 April, 1 to 5 May, 2025
Time:	11 am to 5 pm
Location:	Ngong Ping Village
Redemption Location:	Holidays 360 Information Center, Ngong Ping Village
Details:	Guests who purchase child round-trip cable car ticket will get a complimentary Egg Hunt Party game card and a bunny ear headband*. Find the 4 "My Boy" checkpoints in the village, collect the stamps on the game card to receive the "My Boy" x Ngong Ping 360 Easter-themed pencil case or comics drawing kit.  <i>* Bunny ear headband distributed from 18 to 21 April. # Bunny ear headband, Egg Hunt game card is available on a first-come, first-served basis.</i>

<b>MY BOY ERA@NGONG PING 360 Easter Egg Hand-Painting Workshop</b>	
Date:	18 to 21 April, 2025
Time:	11 am to 5 pm

Location:	The Pavilion, Ngong Ping Village
Details:	<p>Guests can join the Workshop with an on-day cable car ticket and hand paint their own Easter Egg under the guidance of instructors.</p> <p><i># Hand-painted Easter Egg Workshop is subject to a daily quota and is available on a first-come, first served basis.</i></p>

<b>MY BOY ERA@NGONG PING 360: Follow Social Media Pages for “My Boy” Souvenirs</b>	
Date:	29 March to 27 April, 2025 (Saturday, Sunday and Public Holidays); 1 to 5 May; 10 to 25 May, 2025 (Saturday, Sunday and Public Holidays)
Time:	11 am to 5 pm
Location:	Ngong Ping Village Stupa Square
Details:	<p>Like or follow Ngong Ping 360 official social media pages (Facebook, Instagram, Red Note, Tik Tok and WeChat) to redeem “My Boy” hand fan.</p> <p><i># Limited stocks, until stocks last.</i></p>

-END-

### **About Ngong Ping 360**

As a major tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers guests an exciting and unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping and is the longest bicable cable car system in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay, the Hong Kong–Zhuhai–Macao Bridge, and Hong Kong International Airport.

In 2022, Ngong Ping 360 launched “Crystal+”, a new type of cabin developed in France and Italy. All sides and the bottom of the “Crystal+” cabin are made of fully transparent tempered glass, providing our guests with 80% visibility and an unobstructed 360° panoramic view of Lantau Island, to create an extraordinary travel experience.

### **About “My Boy”**

The classic Hong Kong comic "My Boy" is a series of four-panel comics created by the late renowned local comic artist Wong Sze-ma in the 1970s. Initially serialized in newspapers for many years, it was later compiled into books due to its popularity among readers. The story mainly revolves around the lively and active "My Boy" and his humorous and witty father, highlighting the amusing everyday life between the two. The comic style is fresh and simple, primarily using black and white lines with little to no text, yet it effectively portrays heartwarming and relatable growth stories that make readers smile. The stories are close to the readers' daily lives and emanate a powerful charm, having accompanied many Hongkongers through their growth, thus forming a collective memory for the people of Hong Kong.

Appendix

Pop-up Store Brings Exclusive "My Boy" Collectibles		
		
"My Boy" @ Ngong Ping 360 T-shirt (HK\$360)	"My Boy" @ Cha Chaan Teng T-shirt (HK\$360)	"My Boy" on Crystal+ Cable Car Tote Bag (HK\$280)
		
"My Boy" Fishball Battle Towel (HK\$280)	"My Boy" on Crystal+ Cable Car A4 Folder (HK\$50)	"My Boy" Fishball Battle A4 Folder (HK\$50)
		
"My Boy" and friends visiting the Big Buddha Key Chain (HK\$65)	"My Boy" Fishball Battle Key Chain (HK\$65)	"My Boy" visiting the Big Buddha Cushion (HK\$350)
		
"My Boy" and friends visiting the Big Buddha Coaster (HK\$120)	"My Boy" Painting Album (HK\$290)	"My Boy" Figure (HK\$380)