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**“Water Parade by AllRightsReserved @ Ngong Ping 360” Sailing
Doraemon, KAWS & Sesame Street (Elmo), Grimace, TOLO Founding Duck
Gather at Ngong Ping**

**Warm Up for World-class “Water Parade by AllRightsReserved at Victoria Harbour”
Swim with Themed Crystal Cabins, 4m Mega Installation, 3m Giant Ita-bag
Ngong Ping 360 Champions Tourism Events
Offering Exceptional Experiences for Global Travelers**



(Hong Kong – 27 September, 2025) Ngong Ping 360 fully supports creative brand AllRightsReserved (ARR) in hosting the "world's first" and largest spectacular event of the year featuring world-class IPs and artists, "Water Parade by AllRightsReserved at Victoria Harbour." To pre-heat for the water parade starting on 25 October, a teaser event **“Water Parade by AllRightsReserved @ Ngong Ping 360”** is taking place from 27 September to 2 November, where five popular IPs: Doraemon, KAWS & Sesame Street (Elmo), McDonald's Grimace, POP MART's LABUBU, and TOLO Founding Duck get together at Ngong Ping 360, allowing guests to meet them in the sky.

These five beloved characters embark on a unique adventure with fans at Ngong Ping 360 through themed Crystal cable cars and two installations. IPs including Doraemon and TOLO Founding Duck also take the center stage atop a giant, approximately 4-meter-tall water parade-themed installation. Meanwhile, a 3 meters tall ita-bag, featuring a giant Tolo Founding Duck inside is providing photo opportunities at every corner!

**“Water Parade by AllRightsReserved @ Ngong Ping 360” Unveils
Ngong Ping 360 Advances the Development of Hong Kong's Tourism Landscape
Promoting the Renowned Attractions of Lantau Island**



The opening ceremony of **“Water Parade by AllRightsReserved @ Ngong Ping 360”** was held today at Ngong Ping Village, where Mr. Lau Wai-ming, Andy, Director of Ngong Ping 360, and Mr. SK Lam, Founder of AllRightsReserved, jointly announced the details of the exciting event. They were joined by Mrs. Cheung Fung Wing-ping, Angelina, JP, Commissioner for Tourism, Culture, Sports and Tourism Bureau, Hon. Yiu Pak-leung, Perry, MH, JP, Legislative Council Member (Tourism), Ms. Ip Ching-tak, Becky, Deputy Executive Director of the Hong Kong Tourism Board, and Mr. Tam Kwong-shun, Tommy, Chairman of the Travel Industry Council of Hong Kong, to celebrate and witness the exciting travel experiences Ngong Ping 360 creates for local and overseas guests, contributing to Hong Kong's development as a vibrant events capital.

Mrs. Cheung Fung Wing-ping, Angelina, JP, Commissioner for Tourism, Culture, Sports and Tourism Bureau stated at the event, “The development of the Hong Kong tourism industry is promising. We must seize our advantages and develop tourism products with both local and international characteristics in order to meet travelers' pursuit of in-depth and authentic experiences. The “Water Parade by AllRightsReserved @ Ngong Ping 360” is an innovative and meaningful event that combines the world's popular IPs, the breathtaking scenery of Lantau Island, visual arts, pop culture elements, etc., to offer a fresh and unforgettable travel experience to our locals and visitors from around the world. The event not only showcases the creativity and vitality of Hong Kong's tourism industry but also represents an important step to further consolidate Hong Kong's position as an events capital of the world.”

Mr. Lau Wai-ming, Andy, Director of Ngong Ping 360, said: “Ngong Ping 360 has always been dedicated to providing guests with fresh experiences. This collaboration with AllRightsReserved combines beloved IP characters with the unique features of Ngong Ping 360, unleashing creativity to offer new experiences such as themed cable cars and ita-bag installations, aiming to surprise both first-time and returning visitors. With 'Water Parade by AllRightsReserved' and its series of activities, Ngong Ping 360 takes the lead in showcasing our commitment to promoting major events, actively injecting creativity and vitality into Hong Kong, and working together to establish Hong Kong as a premier destination for international events.”

Mr. SK Lam, Founder of AllRightsReserved, also shared: "AllRightsReserved has always collaborated with artists and world-class IPs to present a variety of cultural and tourism events that consistently capture the spotlight. We are honored to continue our partnership with Ngong Ping 360, hosting a pre-event at this unique tourist destination, bringing forward five world-class IPs and artists that will be part of the Water Parade, and together ushering in the "world's first" and largest spectacular event of the year."

Introduce Four Beloved Characters-themed Crystal Cabins From the Sky to Water Parade in Victoria Harbour



Prior to the water parade in Victoria Harbour, four of the IPs – Doraemon, KAWS & Sesame Street (Elmo), Grimace, and LABUBU, will appear on 10 crystal cabins, featuring themed appearances as shown on the event's poster. With Doraemon with a dorayaki, KAWS & Sesame Street (Elmo) on a yellow floatie, Grimace splashing about, and LABUBU holding onto a donut, the four characters are making waves in the sky above Lantau Island as a warm-up before the water parade. Guests can take photos galore with the popular characters, while reveling in the breathtaking views of Lantau Island along the cable car route.



3 World-class IPs Join Forces Making Waves at Ngong Ping Village to Get Ready for the Water Parade



To promote "Water Parade by AllRightsReserved at Victoria Harbour", Ngong Ping Village's Stupa Square will feature a massive 4m tall themed installation, designed as a maritime lighthouse. The three-sided design showcases different IPs participating in the Water Parade, including Doraemon, LABUBU, and TOLO Founding Duck, offering fans free photo opportunities and triple the festive atmosphere!

Doraemon appears surfing with a dorayaki, while the giant TOLO Founding Duck appears with a surfboard, beach ball and water bubbles. Although LABUBU won't be joining the "Water Parade Market" starting 25 October, it will make an appearance at Ngong Ping Village for fans to take photos with for free.

Super-sized Fun as Rubber Duck “Swims” in 3-meter Harbour-themed Ita-bag



In recent years, “ita-bags” have become must-have items for IP lovers, carrying fans' cherished collections with their deep affection and support for their beloved characters. Now, Ngong Ping 360 is taking fans love to new heights! A new installation featuring a 3-meter-tall TOLO Founding Duck-themed ita-bag is displayed just in front of the Bodhi Tree of Ngong Ping Village. Filled with iridescent balls, simulating Victoria Harbour. This giant dose of cuteness is sure to unleash a tidal wave of kawaii energy!

Don’t Miss Out the Unforgettable Memories in Exclusive Themed Photo Frames



For those looking to create the perfect moments from the “Water Parade @ Ngong Ping 360,” don't miss the chance to snap a photo with friends and family using the exclusive Doraemon-themed photo frame!

Event Details:

“Water Parade by AllRightsReserved @ Ngong Ping 360”	
Date	27 September to 2 November, 2025
Water Parade-themed Mega Installation	
Display period	29 September to 2 November, 2025
Opening hours	10am to 6pm
Location	Stupa Square, Ngong Ping Village

TOLO Founding Duck Ita-bag Installation	
Display period	29 September to 2 November, 2025
Opening hours	10am to 6pm
Location	Bodhi Tree, Ngong Ping Village
Water Parade by AllRightsReserved Themed Cable Car	
Date:	27 September to 2 November, 2025
Time:	10am – 6pm (Mon to Fri, except 2, 3, 6, 8 Oct) 9am – 6:30pm (Sat, Sun and Public Holidays) 9am – 6pm (2, 3, 6, 8 Oct)

Water Parade by AllRightsReserved at Victoria Harbour:

Date	October 25 (Saturday) to November 1 (Saturday), 2025
Locations	<p>Four Giant Floating Inflatable Sculptures Public Display (From October 25, 2025) Location: Waters off Tamar Park, Admiralty</p> <p>Water Parade Market (October 25 to November 1, 2025) Location: Central & Western District Promenade (Central section, next to Tamar Park)</p> <p>Water Parade Day (November 1, 2025) Location: Victoria Harbour *The four inflatables will be publicly displayed at sea from October 25, and will depart from Victoria Harbour .</p>
Organizer	AllRightsReserved (ARR)
Supporting Partner	Ngong Ping 360

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About Ngong Ping 360

As an important tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers an exciting opportunity for guests to experience a unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping. The Ngong Ping Cable Car is a rare example of a bi-cable gondola circulating lift system, and is the longest aerial cable car system of its kind 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 and the Hong Kong International Airport.

Ngong Ping Cable Car experience and itinerary of Tai O culture tour, along with the Big Buddha and Po Lin Monastery, ranked second in the “Top 10 experiences in Asia” category of the Travellers' Choice Awards for Experiences announced by the world- renowned travel website TripAdvisor in 2018. Meanwhile, it is also one of the “Top 25 experiences in the World”, ranked by TripAdvisor. In the same year, Ngong Ping 360 also received the “Certificate of Excellence 2018” presented by TripAdvisor. In 2017, the Company was recognised as one of “The world's 10 best cable cars” by USA Today. Besides, it was also selected as amongst “10 of the world's best cable car rides” by

CNN.com in the USA in 2015. In 2014, Ngong Ping 360 received the CILT Award 2013 – Enterprise Award presented by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). It was also selected as one of the “Cable cars: 10 amazing rides around the world” by The Daily Telegraph in the UK.

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 partner of ARR for over a decade. Shortly after the inception of the joint forces in 2010, the duo quickly generated tremendous excitement and earned worldwide acclaim owing to beyond creativity and expectation. The ongoing exhibition of “KAWS:HOLIDAY” has also been touring through Seoul, Taipei, Hong Kong, Tokyo, Bristol, Singapore, Changbai Mountain, Melbourne, Yogyakarta, Shanghai, Le Brassus, Bangkok 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 public art projects of “100% DORAEMON & FRIENDS” Tour (HK & Shanghai), “100 Years Before the Birth of Doraemon”, “CHIIKAWA DAYS Exhibition”, “PANDA GO! FEST” HK, “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 entertainment, 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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