

Press Release

25 June 2025

HSBC Celebrates 160th Anniversary with "18 Districts Mural Stories"

Vibrant Murals by Local Artists, Community Engagement, and Exciting Incentives

HSBC is proud to celebrate its 160th anniversary with a citywide initiative that combines art, culture, and community spirit through the **"HSBC 18 Districts Mural Stories"**. From now to 18 July 2025, the public is invited to explore 18 murals that reflect each district's diverse and vibrant character while reinforcing HSBC's long-standing commitment to the community. Visitors also stand a chance to win exclusive prizes.

Fostering Community Spirit

Each mural has been designed in collaboration with five talented local artists – AAFK (Anny and Felipe), Fever, Peck, and Sinic – who have brought the distinctive identity of Hong Kong's districts to life. From a glow-in-the-dark mural capturing Central's lively nightlife to a Tai Hang masterpiece crafted with incense ash in tribute to the traditional Fire Dragon Dance, and a Kowloon City mural inspired by local legends, the campaign transforms public spaces into living works of art. A key highlight is the creative incorporation of HSBC's Chinese name, drawn from the Bank's vintage dollar bills of the 1880s. This blend of heritage and modern artistry reflects HSBC's deep connection to Hong Kong while celebrating its rich cultural history.

Luanne Lim, Chief Executive Officer of HSBC Hong Kong, said, "HSBC has launched a year-long campaign titled **'160 Years of Great Stories'** to celebrate the anniversary. Through the mural project, we aim to make art accessible to everyone, inspiring pride in the community, and create meaningful connections for residents and visitors alike."

HSBC's support of Hong Kong's cultural landscape extends beyond the mural campaign, as the Bank also serves as a major sponsor of the M+ exhibition *Canton Modern: Art and Visual Culture, 1900s—1970s*. Opening on 28 June, 2025, the exhibition traces the evolution of Cantonese art and visual culture and its relationship with Hong Kong. Through its support of M+, the Bank continues its commitment to enriching the local community and fostering a deeper connection with Hong Kong's dynamic art scene.

Embark on this artistic journey for a chance to win exclusive prizes

HSBC is launching a citywide mural hunt game to engage the public in the "**HSBC 18 Districts Mural Stories**" campaign. From now to 18 July, 200 lucky participants will be randomly selected to win a limited-edition 160th anniversary Octopus – a collector's item not to be missed.

Participation method:

1. Take a photo with one of the HSBC Mural Walls
2. Upload on Instagram and open to public, tag @hsbc_hk
3. Follow the Instagram page of HSBC HK, comment which HSBC mural wall you like most, and tag two other friends on the designated post on HSBC Instagram

Community Partnership Boosts Digital Accessibility and Elevates Inclusive Art Experiences

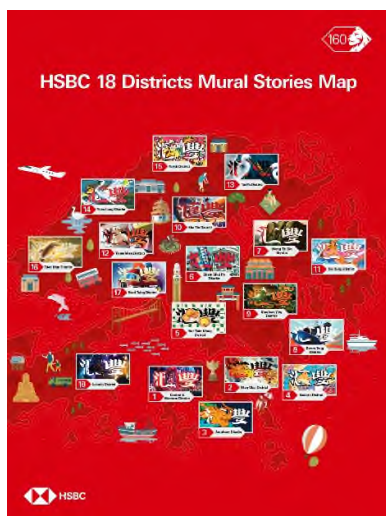
The "HSBC 18 Districts Mural Stories" campaign is designed to make art more accessible to the community, including people with visual impairment. HSBC collaborated with Arts with the Disabled Association Hong Kong (ADAHK) to create audio descriptions for all 18 murals, providing an audio-described experience for people with visual impairment. Each mural will feature a label with a QR code linking to the audio descriptions that detail the visuals of each artwork. HSBC is collaborating with NGO partners, such as the Hong Kong Blind Union, Dialogue In The Dark (HK) Foundation and the Hong Kong Society for the Blind to expand the campaign's impact by distributing postcards with QR codes.

In collaboration with the Hongkong Bank Foundation, special tours will be organised, giving HBF beneficiaries an opportunity to enjoy these murals firsthand in an immersive and interactive way.

Visit HSBC's social media channels and website: <https://retailbank.hsbc.com.hk/18-districts-mural-stories/en/home/> for more information.

Photo captions:


David Liao, Co-Chief Executive, Asia and the Middle East, HSBC, and Luanne Lim, Chief Executive Officer of HSBC Hong Kong, explores the HSBC Mural Wall in Central. Located on 58 Peel Street in Central, the mural captures the district's vibrant nightlife with glow-in-the-dark elements, a modern twist on Hong Kong's iconic cityscape.


Location of 18 Murals:
Hong Kong Island:

- Central & Western: 58 Peel Street, Central (Near Butter cake shop)
- Wan Chai: 6 Wun Sha Street, Tai Hang (Near Cookie Vission)
- Eastern district: 76 Shau Kei Wan Main Street East, Kwong Shun Building, Shau Kei Wan (Near Mochi King)
- Southern district: 86-88 Stanley Main Street, Stanley (Outside Beesy Bay)

Kowloon:

- Yau Tsim Mong: 2 Man Ming Lane, Yau Ma Tei (Outside Amphawa)
- Shum Shui Po: 9 Cheung Yi Street, Lai Chi Kok, D2 Place ONE Phase 1 (Outside the Parking Lot)
- Kowloon City: 48 Junction Road, Kowloon City
- Wong Tai Sin: 6 Sheung Hei Street, San Po Kong (Near Wo Shun Kee)
- Kwun Tong: AQUABEAT Kwun Tong Waterfront Activity Space (Activity Space 2.1) Container Exterior Wall, Kwun Tong

New Territories:

- Kwai Tsing: 1 Ko Fong Street, Kwai Tsing
- Tsuen Wan: 17 Fu Yung Street, Tsuen Wan (Outside Bench Café)
- Tuen Mun: 2A Tuen Mun Heung Sze Wui Road, Oi Ting Estate H.A.N.D.S. New Block (Area A) & Market (Area A), Tuen Mun
- Yuen Long: 66 Castle Peak Road, Yuen Long (Near Hang Heung Cake Shop)
- North district: 51 Luen Wo Road, Luen Wo Hui, Fanling
- Tai Po: No. 2 Tung Sau Square, Tai Po (Outside MORCA SHOP)
- Sha Tin: 31-51 Chik Shun Street, On Shun Mansion, Shop Q, Tai Wai

	<ul style="list-style-type: none"> • Sai Kung: 14 Wan King Path, Sai Kung (Outside Kong Ming Emporium) • Islands: 21 Mui Wo Chung Hau Street, Pause Cafe, Mui Wo, Lantau Island (Outside Pause Café)
	<p>As night falls in Central, HSBC's 160th anniversary mural comes to life! The mural captures the district's vibrant nightlife with glow-in-the-dark elements, a modern twist on Hong Kong's iconic cityscape.</p>
	<p>Paying homage to Tai Hang's legendary Fire Dragon Dance, the mural incorporates incense ash into this stunning mural. A testament to tradition and artistry, this piece embodies the identity of the community.</p>
	<p>Explore the stories and legends of different murals throughout the city, including this stunning one in Kowloon City. Join the Mural Hunt for a chance to win a limited-edition prize.</p>

Download all photos (including other murals) via: <https://shorturl.at/N7k1n>



About The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

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