

**For Immediate Release**

**The Peak Galleria & Kornhill Plaza Present  
To-Fu Oyako Summer Extravaganza  
*Celebrating the DEVILROBOTS 20<sup>th</sup> Anniversary***

(Hong Kong, July 19, 2017) This summer, The Peak Galleria and Kornhill Plaza are collaborating with the world-famous Japanese design team, DEVILROBOTS, in celebration of their 20<sup>th</sup> anniversary, to bring the colorful world of To-Fu Oyako to fans in Hong Kong. DEVILROBOTS will showcase a series of human-sized To-Fu Oyako figures and debut a special collection of “To-Fu Run” art pieces, being presented to the public for the very first time at the exhibition at The Peak Galleria and Kornhill Plaza. Shoppers can also indulge themselves in a shopping trip with special-edition To-Fu Oyako products at the pop-up store at Kornhill Plaza.

From now until August 31, The Peak Galleria is taking on the animated personality of To-Fu Oyako with vivid displays that bring to life the edgy eccentricity of the much-loved character. Starting at the Level 1, where human-sized To-Fu Oyako figures present an unmissable photo opportunity, visitors to The Peak Galleria can continue exploring the world of To-Fu Oyako at a special exhibition of artworks along the corridors of Level 1 and 2, with more installations to be found at the Green Terrace at Level 3 of the mall. For the adventurous, The Peak Galleria has a challenge: “Let’s Hunt! To-Fu Oyako!”. Shoppers who find the eight hidden stamps around the mall can redeem a free special-edition The Peak Galleria X To-Fu Oyako sticker with any purchase from the mall’s fantastic range of shops and by becoming a “follower” of The Peak Galleria’s Instagram page. During the campaign period, upon spending of a specific amount at The Peak Galleria and by becoming a “follower” of The Peak Galleria’s Instagram page, customers can also take home a limited-edition The Peak Galleria X DEVILROBOTS 20<sup>th</sup> Anniversary Token or Umbrella.

Kornhill Plaza is also joining in the fun of the To-Fu Oyako Summer Extravaganza with a special pop-up Store, where shoppers of all ages are sure to find a heart-warming To-Fu Oyako souvenir to take back home with them. Upon spending of a specific amount at Kornhill Plaza and by becoming a “follower” of the mall’s Instagram page, customers can redeem a limited-edition Kornhill Plaza X DEVILROBOTS 20<sup>th</sup> Anniversary Umbrella. For more program details, please refer to the appendix.

### **About The Peak Galleria**

The Peak Galleria, a shopping and dining complex, is a major Hong Kong tourist landmark famous for its Art Deco architecture. The Peak Galleria is dedicated to promoting Hong Kong's unique culture and organizing a wide range of activities. The complex not only features a full array of local specialty stores and restaurants, such as Trick Eye Museum Hong Kong, Hong Kong Trams Station, and Sweet Dynasty, among others, but also a host of environmentally friendly facilities. The Observation Deck at the Green Terrace on Level 3, offering stunning panoramic views of the Pok Fu Lam Reservoir, is a must-visit site for shoppers.

Please visit:

The Peak Galleria Website (<http://www.thepeakgalleria.com/> )

The Peak Galleria Facebook (<http://www.facebook.com/PeakGalleria> )

The Peak Galleria Instagram (<https://www.instagram.com/thepeakgalleria/> )

### **About Kornhill Plaza**

Conveniently located in the east of Hong Kong Island atop MTR Tai Koo Station, Kornhill Plaza houses a quality lifestyle shopping arcade anchored by AEON STYLE department store, serviced apartments with superior management and services, and an office tower, together with Kornhill Learnscape, which offers leisure-learning facilities for youngsters. From exquisite gourmet food and relaxing cafés to cinemas and bookstores, Kornhill Plaza caters to the desires of every family looking for a kaleidoscopic convergence of great moments in life.

Please visit :

Kornhill Plaza Facebook ( <https://www.facebook.com/KornhillPlaza/> )

Kornhill Plaza Instagram (<https://instagram.com/kornhillplaza> )

### **About DEVILROBOTS**

Established in 1997, DEVILROBOTS is an exclusive team of four creative designers from Japan. Their design Office is based in Tokyo and led by Art Director, Shinichiro Kitai. They specialize in quality graphic designs, fashion trends, character designs, illustrations, animation, CD art, and music. Their most famous character “To-Fu Oyako” is well-known worldwide. They have been chosen to exhibit at the “Colette” select shop in Paris. After the Paris exhibition tour, the “To-Fu Oyako” figure became a trendy Kubrick figure under the famous brand “Medicom”. The artistic talent of DEVILROBOTS has enabled them to gain a huge popular following both in Japan and around the world.

\* \* \*

#### **Media Contact:**

Cheung Ka Wing  
Corporate Communications Manager  
(Media Relations)  
(852) 2879 0360  
WingKWCheung@HangLung.com

Sharon Cheung  
Senior Officer  
Corporate Communications  
(852) 2879 6281  
SharonCheung@HangLung.com

**Photo Caption (1)**



DEVILROBOTS debuts a collection of To-Fu Oyako figures for The Peak Galleria at the mall's Level 1 and 2 corridors, which include the "To-Fu Run" art pieces which are being presented to the public for the very first time.

**Photo Caption (2)**



Human-sized To-Fu Oyako figures greet visitors at The Peak Galleria and Kornhill Plaza.

**Photo Caption (3)**



Fans of all ages will surely find a heart-warming souvenir to take home at the To-Fu Oyako pop-up Store at The Peak Galleria and Kornhill Plaza.

**Photo Caption (4)**



Upon spending of a specific amount at The Peak Galleria or Kornhill Plaza and by becoming a “follower” of the malls’ Instagram pages, customers can take home a special-edition DEVILROBOTS 20<sup>th</sup> Anniversary Token or Umbrella.



## Appendix: Program details

| <b>The Peak Galleria</b>  |   |                        |             |                  |   |                  |   |
|---|---|------------------------|-------------|------------------|---|------------------|---|
| DEVILROBOTS<br>20 <sup>th</sup> Anniversary<br>Exhibition                                 | Date: From now until August 31<br>Time: 10am to 10pm<br>Venue: Level 1 and 2, The Peak Galleria   |                        |             |                  |   |                  |   |
| To-Fu Oyako<br>Pop-up Store   | Date: From now until August 31<br>Venue: Level 1, The Peak Galleria   |                        |             |                  |   |                  |   |
| To-Fu Oyako<br>Photo Zone   | Date: From now until August 31<br>Time: 10am to 10pm<br>Venue: Level 1, The Peak Galleria   |                        |             |                  |   |                  |   |
| Let's Hunt!<br>To-Fu Oyako!   | Date: From now until August 31<br>Time: 10am to 10pm<br>Redemption venue: Concierge, G/F, The Peak Galleria<br>Redemption method: Customers can redeem a special-edition The Peak Galleria X To-Fu Oyako Sticker by presenting a same-day receipt of any amount of purchase at The Peak Galleria, collecting the eight To-Fu Oyako stamps from around the mall, and by becoming a "follower" of the mall's Instagram page.  |                        |             |                  |   |                  |   |
| Redemption of<br>The Peak Galleria X<br>DEVILROBOTS 20 <sup>th</sup><br>Anniversary Gifts | Date: From now until August 31<br>Time: 10am to 10pm<br>Redemption venue: Concierge, G/F, The Peak Galleria<br>Redemption method: Upon spending of the specified amount at The Peak Galleria, customers can redeem different gifts by presenting a maximum of two same-day receipts (one receipt is required from designated restaurants), and by becoming a "follower" of the mall's Instagram page. Gifts are limited and are available on a first-come-first-served basis, while stocks last. <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: center;"><u>Spending amount</u></th> <th style="text-align: center;"><u>Gift</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">HK\$300 or above</td> <td style="text-align: center;">The Peak Galleria X DEVILROBOTS 20th Anniversary Coin</td> </tr> <tr> <td style="text-align: center;">HK\$600 or above</td> <td style="text-align: center;">The Peak Galleria X DEVILROBOTS 20th Anniversary Umbrella</td> </tr> </tbody> </table> | <u>Spending amount</u> | <u>Gift</u> | HK\$300 or above | The Peak Galleria X DEVILROBOTS 20th Anniversary Coin | HK\$600 or above | The Peak Galleria X DEVILROBOTS 20th Anniversary Umbrella |
| <u>Spending amount</u>  | <u>Gift</u>   |                        |             |                  |   |                  |   |
| HK\$300 or above  | The Peak Galleria X DEVILROBOTS 20th Anniversary Coin   |                        |             |                  |   |                  |   |
| HK\$600 or above  | The Peak Galleria X DEVILROBOTS 20th Anniversary Umbrella   |                        |             |                  |   |                  |   |
| <b>Kornhill Plaza</b>   |   |                        |             |                  |   |                  |   |
| To-Fu Oyako<br>Pop-up Store   | Date: From now until August 31<br>Venue: G/F, North Tower, Kornhill Plaza   |                        |             |                  |   |                  |   |

|  |  |
|--|--|
| <p>Redemption of<br/>Kornhill Plaza X<br/>DEVILROBOTS 20<sup>th</sup><br/>Anniversary Umbrella</p> | <p>Date: From now on until August 31<br/>Time: 10am to 10pm<br/>Redemption venue: Concierge, G/F, North Tower, Kornhill Plaza<br/>Redemption method: Upon spending of HK\$800 at Kornhill Plaza, customers can redeem a limited-edition Kornhill Plaza X DEVILROBOTS 20<sup>th</sup> Anniversary Umbrella by presenting a maximum of two same-day receipts and by becoming a “follower” of the mall’s Instagram page. Gifts are limited and are available on a first-come-first-served basis, while stocks last.</p> |
|--|--|

\*Please refer to promotional materials at the Concierge Desk on the G/F of The Peak Galleria and on the G/F of the North Tower of Kornhill Plaza for terms and conditions.