

**For immediate release**

**Amoy Plaza x Elphonso Lam Halloween Punk Rock Party  
Skull Elphonso Rocks the Halloween Bash**

(Hong Kong, September 30, 2015) Throughout October, Hang Lung Properties' Amoy Plaza will host a Halloween Punk Rock Party with renowned artist Elphonso Lam, featuring a six-foot-tall Skull Elphonso and many Creepy Spots within the mall where customers can have fun with punk rock spooks and experience the most happening Halloween in town.

Local multimedia artist, Elphonso Lam, has especially designed the Skull-Elphonso-themed installation for Amoy Plaza, turning the mall into a playground for punk rock. Holding a metal microphone and festive Halloween puppet in his hands, Skull Elphonso will be greeting every customer in a rock star outfit. Meanwhile, Amoy Plaza is collaborating with Elphonso Lam for the first time to organize his inaugural vinyl artworks and collectibles exhibition, featuring Hong Kong's only PUNK ROCK COW MUI handmade vinyl toy prototype, and rare edition of MINI ELPHONSO in white leather jacket.

Amoy Plaza is also pleased to present the Deadly Zombie Photo Mobile App which leverages the innovative positioning technology – iBeacon. Customers can turn their smartphones into punk rock spook sensors at designated Creepy Spots around Amoy Plaza using this free mobile app with the Bluetooth function switched on. Customers can enjoy having their photos taken with the punk rock spooks that they discover using the app and even receive special Halloween gifts when they download the app and take pictures at the Creepy Spots located around the mall.

On October 24, 25 and 31, a band of punk rock spooks in the trendiest outfits will be on a mission to meet and greet customers and distribute Halloween candies to help give everyone an unforgettable festive experience. In addition, customers spending HK\$600 or above can redeem two pieces of Amoy Plaza Cine-Art House

complimentary movie tickets during the promotion period. For other program details, please refer to the appendix or poster in the mall.

### **About Amoy Plaza**

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

### **Please visit:**

Amoy Plaza's Website: <http://www.amoyplaza.com.hk>  
Facebook: <http://www.facebook.com/AmoyPlazaHK>  
Sina Weibo: <http://weibo.com/amoyplaza>  
Instagram: <http://instagram.com/amoyplazahk>

### **About Elphonso Lam**

Elphonso Lam (nickname: long stick) is a local multimedia artist. A combination of cartoonist, musician, visual artist, toy designer, fashion designer and columnist, Lam is recognized as a key player in Hong Kong's popular culture, and renowned for his aesthetic illustrations of alluring ladies. His signature works include *True Love* (不夠水準), *The Jam* (菓醬) and *Super Seven* (超人先生). Lam's creative terrain is extensive and comes with a wealth of experience in collaborating with brands on the multimedia front, such as Nike, Zippo, Vans, Hot Toys, 3 Zero, SMOKERHOOD, Japan's GGPX, 8-STYLE, United States' Kidrobot, among others.

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**Photo Caption 1**



The six-foot-tall Skull Elphonso specially designed for Amoy Plaza x Elphonso Lam Halloween Punk Rock Party will give a punk and fun Halloween to customers at Amoy Plaza.

Photo Caption 2



Customers can capture a series of punk rock spooks and have fun photos taken with them by downloading the free Deathly Zombie Photo Mobile App.



**Appendix: Program details**

<b>Deadly Zombie Photo Mobile App</b>	<p>Date: October 1 to 31, 2015 Time: 1pm to 9pm Venue: Amoy Plaza Details: Customers can turn their smartphones into a punk rock spook sensors and have fun photos taken at five Creepy Spots around Amoy Plaza using the app. Gifts will be given out to customers when they download the app and take pictures at three or more of the Creepy Spots located around the mall. In addition, customers will stand a chance to win fabulous prizes worth HK\$12,000 or more by uploading fun photos to Amoy Plaza's Facebook page.</p>
<b>Punk Rock Spooks Parade</b>	<p>Date: October 24, 25 &amp; 31, 2015 Time: 5pm to 6pm Venue: Amoy Plaza Details: A band of punk rock spooks in the trendiest outfits will be on a mission to meet and greet customers and distribute Halloween candies to help give everyone an unforgettable festive experience.</p>
<b>Spooky Movie Party</b>	<p>Date: October 1 to 31, 2015 Redemption time: 5pm to 10pm Redemption venue: Concierge, G/F, Phase 1, Amoy Plaza Details: Customers with same day purchase of HK\$600 or above (two machine-printed receipts with one issued by a non – F&amp;B tenant amounting to HK\$100 or above) can redeem two pieces of Amoy Plaza Cine-Art House complimentary movie tickets.</p>

\* Gifts are available on a first-come-first-served basis and while stocks last.

\* Events and promotions above are subject to change without prior notice.

\* Please refer to in-mall posters or the Amoy Plaza Facebook Page for more details.