



## **Hong Kong Disneyland Resort reveals creative concepts of castle transformation**

*Grander park centerpiece to transform the experience at the Castle Hub, delighting and entertaining guests both day and night at Hong Kong Disneyland*

*Transformed castle pays tribute to Disney princesses and reflects the cosmopolitan character of Hong Kong*

**HONG KONG, December 8, 2017** – Hong Kong Disneyland Resort (HKDL) today revealed creative details about the upcoming castle transformation—an important part of the park's ongoing multi-year expansion plan. The transformed castle will feature a seamless blend of styles inspired by different times and cultures, while paying tribute to Disney Princess stories. The transformed castle will also take the park's entertainment to new heights with both a new daytime show and nighttime spectacular.

"This is a completely reimagined take on a Disney castle and a first-of-its-kind transformation at a Disney Park," said Samuel Lau, executive vice president and managing director of the resort. "Our castle will be transformed to emphasize the power of pursuing your dreams. We're confident the majestic design, which will serve as an amazing backdrop for new entertainment, will resonate with our local and international guests. The castle transformation also signifies the continuous growth of the park, especially with the multi-year expansion happening over the next six years."

Kelly Willis, executive creative director of Walt Disney Imagineering Asia, said, "The design of the transformed castle will feature a variety of storybook influences in its thematic spires, domes and other architectural elements. The castle will be based in the present yet looking toward the future, with different colors, textures, designs and patterns both high and low. Our team of designers is hard at work so that the transformed castle will be a constant source of inspiration for our guests."

While still being true to the classic Disney castle look, the transformed castle will have a fresh, uplifting design that reaches ever skyward. As HKDL's iconic centerpiece, it will stand as an architectural achievement that is grander, more magnificent and entirely unique. Overall, it will be a shining symbol of hopes and aspirations.

### **With features inspired by different design styles and Disney Princess stories**

The design of the transformed castle will take inspiration from different times and cultures, as well as a variety of storybook influences and styles.

The castle's features will also be inspired by 13 much-loved Disney Princess stories based on Snow White, Cinderella, Aurora, Ariel, Belle, Jasmine, Pocahontas, Mulan, Tiana, Rapunzel, Merida, Moana and Anna and Elsa. Coming from the far reaches of Asia, Europe, the Middle East and beyond, the Disney Princesses are a diverse group unified by their big dreams and courageous hearts.

From the new castle moat and hub area, guests will be able to spot princess finial decorations on some spires, such as Snow White's apple, Cinderella's coach and Belle's rose, as well as princess-inspired designs and decorations throughout the castle.

### **Celebrating the hopes and dreams of Hong Kong people**

After its transformation, the castle will be much more than a regal sight for guests to enjoy and take photos of; it will also symbolize the aspirations and hopes of Hong Kong people and the city's spirit of evergreen renewal, where there's always something new to try.

"The skyward spires will echo how the Hong Kong spirit of courageously reaching for your dreams," added Willis. "Just like our varied Disney Princesses, Hong Kong is a mosaic of different cultures and dreams."

### **Reimagined with even more fantasy**

To add even more magic and fantasy, the transformed castle area will include original artwork, unique sculptures and designs waiting for guests to find and enjoy. As part of the castle transformation, guests can visit the all-new Bibbidi Bobbidi Boutique, which is a magical salon where fairy-godmothers-in-training turn young guests into princesses with makeovers, hairstyling and special outfits. At the transformed castle, guests can also meet different Disney Princesses at different times.

There will also be a new outdoor stage where HKDL's daytime show and nighttime spectacular will be held. Both of these new shows will feature awe-inspiring entertainment experiences, and be special moments for friends and loved ones to enjoy together.

### **Visit now to enjoy Christmas magic**

It's truly a new era here at HKDL! The multi-year expansion will bring new entertainment to the park almost every year from 2018 to 2023. Transformation work on the castle will begin after the finale of the "Disney in the Stars" Fireworks on January 1, 2018.

Before then, guests can enjoy an authentic Disney Christmas celebration as the park turns into a winter wonderland. At "**A Disney Christmas**," guests are invited to join Mickey and friends in their festive new outfits at the Christmastime Ball held in front of the castle. There is also a stunning lineup of activities, festive dishes and seasonal items that are sure to create warm memories this special holiday season!

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## **About Hong Kong Disneyland Resort**

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. In the magical kingdom theme park—filled with your favorite Disney stories and characters—explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit [hongkongdisneyland.com](http://hongkongdisneyland.com) or call (852) 3550-3388.

### **New mobile app gives latest updates**



A new mobile app is ready for guests to keep them posted on all the excitement at Hong Kong Disneyland, from opening hours to entertainment schedules. Use the GPS-enabled map to find your way around the park, or make reservations for park restaurants with one-tap calling. Locate Favorite Characters: You'll magically know when-and where-Disney Characters are appearing in the park and make every moment count when you can now see the wait times for each attraction, while Magic Access members can

also conveniently view blackout calendars and membership privileges with the app, designed to make your visit to the theme park more magical.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

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