



**csl. 5G Lens and M+ present  
first AR display of Yayoi Kusama's pumpkin sculpture in Hong Kong to  
share love**

*“csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw to give away 100 pieces of merchandise  
of M+'s Special Exhibition on Yayoi Kusama*

**HKT (SEHK: 6823) – HONG KONG, 9 January 2023** – CSL Mobile (CSL) announced today its crossover with M+, Asia's first global museum of contemporary visual culture, on Hong Kong's first cutting-edge augmented reality (AR) presentation of two large-scale sculptures *Pumpkin* (2022) by renowned artist Yayoi Kusama.

Yayoi Kusama has been fascinated by the strange yet unpretentious appearance of pumpkins since childhood. She once said, “I adore pumpkins. As my spiritual home since childhood, and with their infinite spirituality, they contribute to the peace of humankind across the world and to the celebration of humanity.” The iconic *Pumpkin* (2022) currently on view in the Main Hall of M+ is a highlight at the museum's Special Exhibition *Yayoi Kusama: 1945 to Now*. Combining art with technology, the virtual presentation of *Pumpkin* (2022) through AR has broken geographical barriers to offer a new virtual art experience and share love and joy with the local public at five locations across the city.

The advertisement features a hand holding a smartphone in the foreground, displaying an AR view of a yellow pumpkin sculpture with black polka dots against a cityscape background. The phone screen also shows a quote: "Pumpkins bring about poetic peace in my mind." - Yayoi Kusama. Above the phone, text reads: "Capture the dot dot AR pumpkin to feel love from Kusama with AR technology via the csl. 5G lens". A central banner says "Join the 'CAPTURE THE AR PUMPKIN!' lucky draw now" with the campaign period "12 January to 9 February 2023". Logos for csl., 5G, and M+ (Museum of Contemporary Art, Kowloon) are visible. A circular inset shows various merchandise items like socks, a tote bag, and a book. At the bottom, it says "Download csl. 5G Lens NOW" with an AR icon and a license number: "Trade Promotion Competition Licence No.: 56534-5".

HKT is the Major Sponsor of *Yayoi Kusama: 1945 to Now*. CSL, HKT's consumer mobile unit, combines ground-breaking markerless AR and floor detection with SLAM technology to present a 3D model of the artwork in the real world. Utilising geo-targeting, CSL has

transformed five popular locations in Hong Kong to where the artist's works are showcased virtually. Visitors can simply head to the locations, open the csl. 5G lens app and view a virtual pumpkin on their mobile phone. ARKit and ARCore technologies enable users to enjoy a 360-degree view of the artwork with a quote from Kusama to create a special experience.

With the photography function of the csl. 5G lens app, users can creatively take photos with the virtual pumpkin, fusing the virtual and reality for greater interaction.

### **“csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw**

To encourage the public to experience the new art tech, CSL is hosting the “csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw from 12 January to 9 February 2023. Users can simply download the csl. 5G lens app and register as a user, head to the designated locations (including M+ Roof Garden, West Kowloon Art Park, Statue Square, The Peak Tower and Hong Kong Zoological & Botanical Gardens), take a photo with a virtual pumpkin and tap on “Complete” in the app. They can then automatically enter the lucky draw for a chance to win one of the 100 prizes, including *Yayoi Kusama: 1945 to Now* exhibition tickets, *Yayoi Kusama: 1945 to Now* Exhibition Publication, Yayoi Kusama water bottles, knitted socks, chocolates, and M+ 1st Anniversary Special Tote.

In promoting greater accessibility of culture in the society, CSL will sponsor private viewing tickets for KELY Support Group to visit *Yayoi Kusama: 1945 to Now*. A non-profit organisation in Hong Kong, KELY Support Group offers support for Chinese- and English-speaking local and ethnic minority youth aged between 14 and 24 around three core focus areas – drug and alcohol awareness, mental health and wellbeing, and positive youth development – to equip them with skills and knowledge to support themselves and one another.

\*Note: each user can get one entry to the lucky draw by taking photos at each location, with a maximum of five entries. The “csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw will take place on 16 February 2023. Results will be announced on the same day on the CSL website and published on *Sing Tao Daily* and *The Standard* on 22 February 2023.


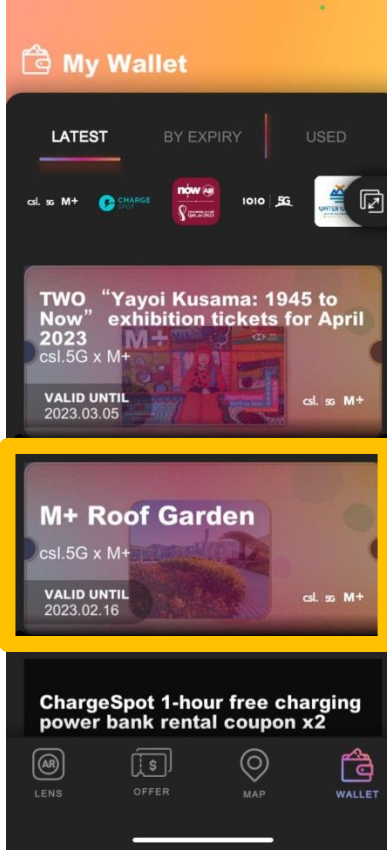
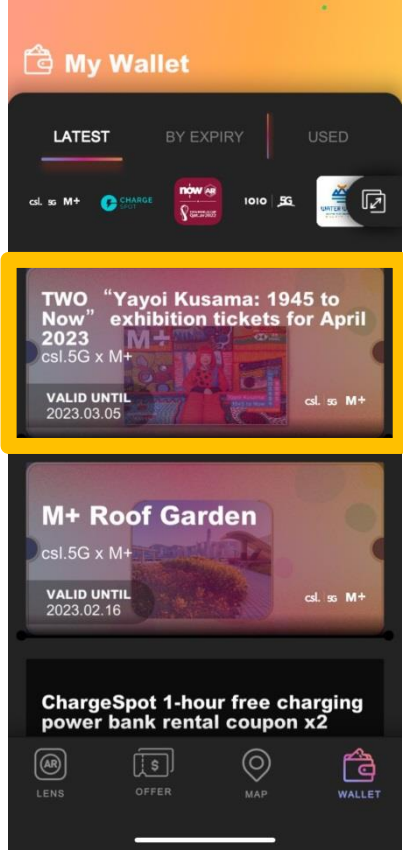
Download the csl. 5G Lens app now: <https://bit.ly/3gvulU7>

For more details and terms & conditions, please visit [www.hkcscl.com/en/capturethearpumpkin](http://www.hkcscl.com/en/capturethearpumpkin)



Trade Promotion Competition Licence No.: 556534-5

Appendix:

**“csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw details**

		
<p>1. During the campaign period, the csl. 5G Lens app user who visit the designated locations and select “csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw on the app can receive one entry to the lucky draw by pointing the pumpkin at a spot and tapping on “Complete”.</p>	<p>2. An e-voucher with a lucky draw entry number will be saved under the “My Wallet” section of the csl. 5G Lens app in the user’s mobile phone.</p>	<p>3. The lucky draw will be held on 16 February 2023. Results will be verified and posted under the “My Wallet” section of the csl. 5G Lens app in three working days. An SMS will also be sent to notify the winners.</p>

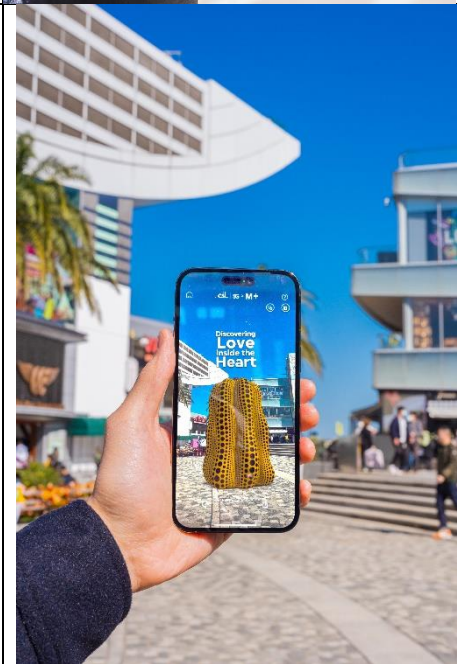
**“csl. 5G Lens x M+ Capture the AR Pumpkin” lucky draw designated locations**

<p>1</p>	<p>M+ Roof Garden Address: M+, West Kowloon Cultural District, 38 Museum Drive, Kowloon</p>	
<p>2</p>	<p>West Kowloon Art Park Address: West Kowloon Cultural District, Kowloon</p>	

3  
Statue Square  
Address: Statue Square, Chater Road,  
Central, Hong Kong



4  
The Peak  
Address: The Peak, Hong Kong Island



5

Hong Kong Zoological and Botanical  
Gardens  
Address: Albany Road, Central, Hong Kong



**Prizes for the csl. 5G Lens x M+ Capture the AR Pumpkin”lucky draw**

		Prize	Value (HK\$)	Quota
1		'Yayoi Kusama: 1945 to Now' Exhibition Tickets for April 2023 (2 tickets)	480	40
2		'Yayoi Kusama: 1945 to Now' Exhibition Publication (English Edition)	480	5
3		Yayoi Kusama water bottle	320	10
4		M+ 1st Anniversary Special Tote	68	20
5		Yayoi Kusama knitted socks	98	15
6		Yayoi Kusama chocolate box	168	10

Images for reference only. Terms & conditions apply.

## **About HKT**

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city's true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses; whereas our comprehensive mobile communication and smart living offerings enrich people's lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

For more information, please visit [www.hkt.com](http://www.hkt.com).

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt)

## **For media inquiries, please call:**

### **HKT**

Group Communications

Nicole Lo

Tel : +852 2883 2742

Email : [nicole.cm.lo@pccw.com](mailto:nicole.cm.lo@pccw.com)

Issued by HKT Limited.

HKT Limited is a company incorporated in the Cayman Islands.