

PRESS RELEASE



FOR IMMEDIATE RELEASE

Hong Kong Maritime Museum Free Admission Day on November 1
VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition - VR Experience Zone 20% Off
Join the Museum for a Cultural Exploration Journey



Hong Kong, October 21, 2025 – To allow more public to visit the brand-new *VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition*, the Hong Kong Maritime Museum will be open to the public for free on November 1, allowing the public to embark on a cultural exploration journey with family and friends. On the Free Admission Day, in addition to visiting all the permanent galleries and the static exhibition areas of the special exhibition, the "Exploring Sanxingdui VR Experience" located in the Special Events Gallery can also be joined at a 20% discount.

About *VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition*

The *VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition*, jointly organised by China Tourism Group Corporation Limited [China Travel Service (Holdings) Hong Kong limited] and the Hong Kong Maritime Museum (HKMM), in collaboration with the Sanxingdui Museum and Chengdu Jinsha Site Museum, will be held at the HKMM till November 15, 2025. It marks the first Hong Kong presentation of the Sanxingdui and Jinsha Digital Special

香港海事博物館有限公司 HONG KONG MARITIME MUSEUM LIMITED

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Exhibition.

Departing from traditional static displays, it features the archaeology-related "Exploring Sanxingdui VR Experience", along with diverse and innovative interactive installations, truly bringing history to life. Amidst the blend of virtual and reality, the visitors will immerse themselves in the excavation process, embarking on a cultural exploration journey across thousands of years. They will appreciate the Sanxingdui artifacts and gain a deeper understanding of the ancient Shu Bronze Age civilisation.

For detailed information, please visit the HKMM's special exhibition webpage (<https://www.hkmaritimemuseum.org/voyage-into-shu>).

About "Exploring Sanxingdui VR Experience"

Through "Exploring Sanxingdui VR Experience," visitors feel as if they have travelled through time to step into the heritage site. In this immersive experience, they uncover the site's mysteries, witness archaeological excavations first-hand, and take in the grand panorama of the Sanxingdui Museum and the excavations.

The entire VR experience lasts approximately 30 minutes and features four meticulously designed scenes: "Bronze Road" showcases enlarged versions of the bronze giant and the golden mask, allowing visitors to learn about the history and culture of Sanxingdui. In "Night of the Museum," the "living" bronze giant guides participants to overlook the Sanxingdui area. Through "Exploration of Sacrificial Pit," visitors gain an in-depth understanding of the archaeological process and research findings, and finally, in "Flying Over Sanxingdui Ruins," they will drive a golden mask and shuttle through virtual historical scenes, experiencing the history and evolution of Sanxingdui. This experience seamlessly combines education, interactivity, and immersion, offering visitors an unforgettable cultural journey.

- **Free Admission Day Offer on November 1 - 20% Off**

On the Free Admission Day on November 1, the public can participate in the "Exploring Sanxingdui VR Experience" at a 20% discount. Adult tickets and discounted tickets only. Details as the below:

Ticket Type	Free Admission Day Offer on November 1 - 20% Off
Adult Ticket	HKD 152 (original price: HKD 190)
Discounted Ticket (Students, children, seniors, and persons with disabilities)	HKD 120 (original price: HKD 150)
Family Ticket (1+1)	Original price: HKD 270
Family Ticket (2+1)	Original price: HKD 420

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- **Special Sunday Offer - 15% Off**

In the coming three Sundays — October 26, November 2, and November 9 — the public can also enjoy the "Exploring Sanxingdui VR Experience" at a 15% discount. Adult tickets and discounted tickets only. Details as the below:

Ticket Type	Special Sunday Offer - 15% Off
Adult Ticket	HKD 162 (original price: HKD 190)
Discounted Ticket (Students, children, seniors, and persons with disabilities)	HKD 128 (original price: HKD 150)
Family Ticket (1+1)	Original price: HKD 270
Family Ticket (2+1)	Original price: HKD 420

Press images are available for download [here](#).

	
(Permanent Gallery — A Deck - Marine Science and Technology)	(Permanent Gallery — B Deck - Hong Kong's Maritime Stories)
	
(Permanent Gallery — C Deck - China's Maritime Heritage)	(Special Exhibition – Sacred Altars)

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(Special Exhibition - CAVE Immersive Ancient Shu Archaeological Site)	(Special Exhibition – Dual-Screen Linked Archaeological Interactive Experience System)
	
(Special Exhibition – Touchscreen Interaction of Ancient Shu Cultural Relics)	(Museum Shop)
	
(Special Exhibition - "Exploring Sanxingdui VR Experience")	(Special Exhibition - "Exploring Sanxingdui VR Experience")

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NOTES TO EDITOR

About the Hong Kong Maritime Museum

The Hong Kong Maritime Museum (HKMM) is an independent, non-profit registered charity founded by members of the Hong Kong shipping industry, supported by the business community, individuals and the Hong Kong SAR Government. As a cultural institution, we are dedicated to showcasing and preserving the maritime heritage and contemporary marine environment of Hong Kong and the South China Sea. Rooted in China, but looking to the world, we aim to inspire people's appreciation of their relationship with the sea. By connecting East and West, maritime cultural heritage and sustainable ocean development, we delve into the profound ties between people and the sea. Through our rich exhibitions and educational programs, we hope to cultivate public passion and respect for maritime culture and promote the sustainable development of the marine environment.

For more information, visit www.hkmaritimemuseum.org.

Ticketing information

Adults: HK\$30 Seniors (aged 60 or above), full-time students (with valid ID), children (under 18) and people with disabilities (accompanied by a carer): HK\$15

*Discounts are available for group visits of 10 or more.

For the latest update on ticketing, opening hours and social distancing information, please visit www.hkmaritimemuseum.org

Venue

Hong Kong Maritime Museum, Central Pier 8

Follow us on [Facebook](https://www.facebook.com/hongkongmaritimemuseum) and [Instagram](https://www.instagram.com/hongkongmaritimemuseum) (@hongkongmaritimemuseum) for the latest updates on the exhibition.

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