

PRESS RELEASE



FOR IMMEDIATE RELEASE

The Hong Kong Maritime Museum proudly presents the first
VOYAGE INTO SHU:
Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition
Uncover the mysteries of ancient Shu civilisation starting October 1



Hong Kong, September 18, 2025 – 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 from October 1 to November 15, 2025. It marks the first Hong Kong presentation of the Sanxingdui and Jinsha Digital Special 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.

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

香港中環八號碼頭 Central Pier No. 8, Hong Kong

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Exploring Sanxingdui - Key to Unveiling the Origins of Chinese Civilisation

The Sanxingdui site, discovered in the late 1920s, is located on the banks of the Yazi River in Guanghan City, Deyang, Sichuan Province. It is considered as the largest ancient city and kingdom site from the Pre-Qin period that has longest-lasting history in the southwestern region of China.

Nearly a century of archaeological excavations and research has revealed that the Sanxingdui site developed into a large settlement from the late Neolithic period to the Xia Period. By the early Shang Period, there were already city walls and large-scale buildings. During the middle Shang Period, the site reached a grand scale, with metallurgy, jade carving, and silk weaving techniques reaching their peak. A unique belief system was established, showcasing the grandeur of the ancient Shu capital.

In 1986 and 2019, eight sacrificial pits were discovered at Sanxingdui, unearthing nearly 20,000 precious cultural relics. These include a bronze grand statue of human figure, bronze mythical trees, bronze altars, bronze head portraits, bronze mask with protruding-eyes, gold masks, a gold sceptre, as well as other extraordinary treasures. It is hailed as one of the greatest archaeological discoveries in modern times.

The discovery of Sanxingdui serves as compelling evidence that the Chengdu Plain is the center of civilisation in the upper reaches of the Yangtze River, shining as a brilliant star in the vast sky of Chinese civilisation. It stands as a prominent manifestation of the diverse, inclusive, innovative, and creative nature of Chinese civilisation, occupying a significant position in the history of world Bronze Age civilisation.

Jinsha Site: Important Evidence of the Pluralistic Unity of Ancient Chinese Civilisation

Discovered in February 2001 in downtown Chengdu, the Jinsha Site, covering approximately five square kilometres, was the capital of the ancient Shu Kingdom, a centre of ancient civilisation in the upper reaches of the Yangtze River from the 12th to the 7th century BC (approximately 3200 to 2600 years ago). The Jinsha Site is China's first major archaeological discovery of the 21st century and a significant archaeological discovery of Sichuan after the discovery of Sanxingdui.

The discovery of the Jinsha Site has greatly expanded the scope and connotation of ancient Shu culture, offering significant insights into its origin, development and decline. In particular, it provides compelling evidence for solving the mystery of the Sanxingdui civilisation's sudden demise. The Jinsha Site has resurrected a lost history, recreating the splendour of the ancient Shu Kingdom. The Jinsha Site, together with the prehistoric city sites of the Chengdu Plain, Sanxingdui, and the Warring States joint tombs of boat-shaped coffins, has constructed a four-stage evolution of ancient Shu civilisation. Together, they demonstrate that the Chengdu Plain was the centre of civilisation in the upper Yangtze River region and a vital component of the Chinese civilisation, providing crucial evidence for the theory of the "pluralistic unity" of the origins of ancient Chinese civilisation. The "Golden Sun Bird" unearthed at the Jinsha Site has been designated as the emblem of China's cultural heritage and the main motif of Chengdu's city logo.

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VR Experience and Interactive Installations - Bringing in Excitement to the Exhibition

This exhibition goes beyond traditional displays by incorporating VR experience and various interactive installations, allowing visitors of different ages to "actually" experience the charm of ancient Shu culture and learn about its historical evolution. The highlight is the "Exploring Sanxingdui VR Experience". Through VR, 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.

In addition to VR experience, there are various interactive installations. "CAVE Immersive Ancient Shu Archaeological Site" is equipped with a 5-screen CAVE panoramic space reconstructs the on-site archaeological scene of the heritage site, allowing visitors to be fully immersed, and to witness and experience the real work of archaeologists. In the "Dual-Screen Linked Archaeological Interactive Experience System," through dual touch-screen interaction, visitors can role-play as archaeologists. They can personally complete tasks such as excavation, sorting, and comparison, and intuitively feel the professional charm of archaeological exploration. In the "Touchscreen Interaction of Ancient Shu Cultural Relics," via touchscreen interaction, visitors enter the digital world of ancient Shu cultural relics. They can explore multi-dimensional data and information and fully unlock the mysteries of the Ancient Shu Civilisation.

Hong Kong and the Ancient Shu - A Dialogue between the Shu and Lingnan Culture Spanning 3,000 Years

The ancient Shu civilisation originated in Minjiang River Basin, a tributary of the Yangtze River, while Hong Kong is nestled in the estuary of the Pearl River located near the South China Sea. The two seem far away, while in fact they share the concept of "the carrier of civilisation through water". Thousands of shell artifacts were discovered at the Sanxingdui archaeological site, highlighting the ancient civilisation's long-standing ties with the ocean. This exhibition adopts the latest digital technology, providing visitors with a unique and exciting experience about the mysterious ancient Shu through science, art and technology.

Aligned with the HKMM's 20th anniversary theme, "Anchoring the Past, Navigating the Future," the exhibition positions the Sanxingdui and Jinsha cultures within the diverse framework of Chinese civilisation and global ancient cultures. It represents a bold step in local museum practice, encouraging audiences to explore regional heritage in a global context and their relevance to our shared future.

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Ticketing Arrangement

The *VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha • An Immersive Archaeology VR and Exhibition* will be open for public viewing starting October 1 at the HKMM's B5 and B6 Thematic Galleries, Long Gallery and Special Events Gallery. The exhibition will run until November 15, 2025. The "Exploring Sanxingdui VR Experience" located in the Special Events Gallery requires a special exhibition ticket. Adult tickets are priced at HKD 170 (Mon-Fri) and HKD 190 (Sat, Sun & Public Holidays), while discounted tickets* are priced at HKD 130 (Mon-Fri) and HKD 150 (Sat, Sun & Public Holidays). All tickets include same-day access to the museum's permanent galleries as well.

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

*Discounted Ticket - Students (valid ID), Children aged 12 or below, Seniors aged 60 or above (valid ID), Persons with disabilities (valid certificate)

Media Invite

We cordially invite media representatives and journalists to join the media preview of event on September 30, 2025, for an exclusive first look at this special exhibition.

Media Preview Details

Date: September 30, 2025 (Tuesday)

Time: 3 PM to 4 PM (Media guided tour and VR experience)

Venue: Hong Kong Maritime Museum (Central Pier 8, Hong Kong)

RSVP: <https://forms.gle/nJxU8W1ENMCndD8KA>

(Submit by September 26, 2025)

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

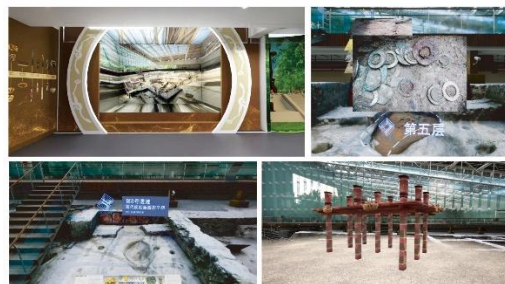


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“Exploring Sanxingdui VR Experience”

Through VR, 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.



“CAVE Immersive Ancient Shu Archaeological Site”

A 5-screen CAVE (Cave Automatic Virtual Environment) panoramic space reconstructs the on-site archaeological scene of the heritage site, allowing visitors to be fully immersed, and to witness and experience the real work of archaeologists.


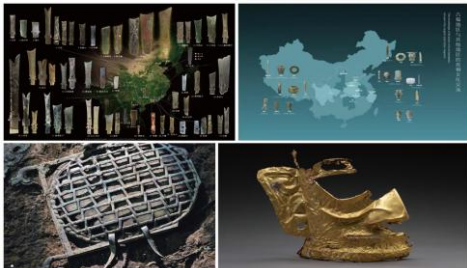
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<p>“Dual-Screen Linked Archaeological Interactive Experience System”</p> <p>Through dual touch-screen interaction, visitors can role-play as archaeologists. They can personally complete tasks such as excavation, sorting, and comparison, and intuitively feel the professional charm of archaeological exploration.</p>	<p>“Touchscreen Interaction of Ancient Shu Cultural Relics”</p> <p>Via touchscreen interaction, visitors enter the digital world of ancient Shu cultural relics. They can explore multi-dimensional data and information and fully unlock the mysteries of the Ancient Shu Civilisation.</p>

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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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