



# CATHAY AND WKCDA UNVEIL “SPIRIT OF HONG KONG” NEW AIRCRAFT LIVERY

News / Airlines



**Cathay and the West Kowloon Cultural District Authority have joined hands to unveil a striking new art-focused aircraft livery, “Spirit of Hong Kong – 80th Anniversary Edition”. This collaboration marks a significant milestone for two of Hong Kong’s most recognised home-grown brands, underscoring their shared commitment to supporting local cultural creativity and elevating the city’s arts and culture on the global stage.**

Cathay has been WestK’s Travel Partner since 2023, supporting its world-class arts and cultural exhibitions and performing arts programmes through the provision of passenger and cargo services. Coinciding with Cathay’s 80th anniversary this year, the new art livery ingeniously combines WestK’s “Where Art Comes Alive” brand vision with Cathay’s commitment to creating an elevated and meaningful customer experience under its “Move Beyond” ethos, further solidifying both parties’ shared long-term commitment to advancing the development of Hong Kong’s arts, culture and creative industries.

.Bernard Chan, Chairman of the Board of the WKCDA, commented: “As one of the world’s leading cultural arts hubs, WestK has strived to expand its network of partnerships, implementing its dual

'bringing in' and 'going global' strategies to foster Hong Kong's development into an East-meets-West centre for international cultural exchange. Since 2023, Cathay has served as WestK's Travel Partner, supporting our exhibitions, performing arts programmes and cultural events. The launch of the Spirit of Hong Kong livery highlights our shared vision to support Hong Kong's outstanding artists and creations and to bring Hong Kong's arts, culture, and creative prowess onto the global stage. Spirit of Hong Kong embodies WestK's vision of transcending boundaries and connecting the world, inviting travellers from across the globe to immerse themselves in Hong Kong's profound cultural heritage and boundless creative spirit."

Ronald Lam, Cathay Group Chief Executive Officer, stated: "For eight decades, Cathay has grown alongside Hong Kong. As we mark '80 Years Together' with our home city, we are honouring our heritage with the return of our classic 'lettuce leaf sandwich' livery on our Airbus A350 and Boeing 747 aircraft, while also embracing the future with a vibrant modern art livery on our Boeing 777-300ER aircraft. In partnership with WKCD and through 'The Spirit of Hong Kong' livery, we aim to support outstanding local artistic creativity and showcase the unique culture and spirit of Hong Kong to audiences around the world. Through our investment of well over HK\$100 billion into our fleet, cabin products, lounges and digital innovation, we will continue to win hearts and strengthen Hong Kong's status as a leading international aviation hub — moving our city, customers and team forward together."

### *Showcasing Hong Kong's creative talent in the skies*

Cathay Pacific's Boeing 777-300ER aircraft adorned with the Spirit of Hong Kong livery is inspired by Cathay Pacific's award-winning "Gallery in the Skies" concept in its Business class cabins. The livery features an innovative artwork by Hong Kong multimedia artist Victor Wong using technology that allows him to generate landscapes from geographical data he provides. As a centrepiece of Cathay's 80th anniversary and a platform to showcase WestK's artistic vision, the new livery transforms the aircraft into a flying canvas that takes people, cultures and ideas forward while bringing fresh inspiration to the city. The livery carries both Cathay's "80 Years Together" anniversary mark and the WestK logo, representing a shared commitment to showcasing the essence of Hong Kong's arts and culture to destinations around the world.

The Spirit of Hong Kong art livery aircraft entered service following today's unveiling ceremony. Passengers on the inaugural flight immersed themselves in a unique cultural experience upon boarding, including a newly reimagined rendition of Cathay's sonic branding, Song of Cathay, performed by award-winning Hong Kong pianist, composer, arranger and music producer Patrick Lui. This piece, jointly presented by WestK and Cathay, has incorporated elements of modern jazz, offering travellers a refreshing and culturally rich prelude to their journey. The reimagined Song of Cathay will be available on specific Cathay Pacific passenger flights from mid-2026.

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#### ARTICLE LINK:

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